



## **Manpower Employment Outlook Survey** **Under embargo until 00:01, (GMT) 8 December 2009**

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### **Employer hiring optimism surges in Australia for the New Year**

Australian job seekers could be in store for a happy new year, with employers reporting considerably stronger hiring intentions for the first quarter of 2010 compared to the same period in 2009, according to the results of the Manpower Employment Outlook Survey released today.

The survey of over 2,000 Australian employers indicates hiring intentions for the next three months have dramatically improved, with the seasonally adjusted Net Employment Outlook at +19%, up from +8% in the last quarter. The surge is due to an increase in the proportion of employers planning to increase hiring (26%, up from 18% in Q.4 2009) and a fall in the number planning to decrease hiring (7%, compared to 9% in Q.4 2009). The figures indicate that job seekers should start the New Year with employment opportunities similar to those seen prior to the global downturn.

"These results confirm the progress toward recovery we began to see in the final quarter of 2009. Australia appears to have turned a corner, with hiring intentions closer to the pace we saw before the downturn hit," said Mr. Lincoln Crawley, Managing Director, Manpower Australia & New Zealand.

"Employers are gearing up for growth, and looking to put the right people in place to drive that growth," said Mr Crawley. "For job seekers and disengaged employees, the beginning of 2010 could be the time to move. Buoyed by the recovering economy and revitalised job market, those who stayed put during the downturn are now ready to look elsewhere – especially if they were treated poorly. There will be a scramble for top talent, and companies who aren't prepared will miss out."

Among the 35 countries surveyed, Australian employers report the sixth strongest first-quarter hiring plans, just behind India (+39%), Brazil (+31%), Singapore (+26%), Taiwan (+25%) and Costa Rica (+20%), and post one of the most notable quarter-over-quarter improvements in the Asia-Pacific region.

By comparison, employers in the United States (+6%) and parts of Europe, including the UK (+0%), France (+1%) are still anticipating only modest hiring improvements.

"The Australian employment outlook reflects the fact that we have fared much better in the downturn, being one of the few developed countries to avoid a recession," said Mr Crawley.

"Hopefully, these figures indicate that Australia will be one of the first countries to enter a sustained recovery period."

Back at home, hiring expectations are strongest in the Services sector, (+24%, up from +13% last quarter). The weakest hiring expectations are from employers in the

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Financial Services, Insurance and Real Estate sector (+12%) which had a moderate 5 percentage point improvement. In almost every sector, the outlook has improved quarter-over-quarter and year-over-year, the exception being Financial Services, Insurance and Real Estate, still 3 percentage points weaker than the forecast posted this time last year.

While the results of the survey are good news for job seekers, Mr. Crawley issued a warning for employers.

“While the downturn masked the pain of the talent shortage, it never actually went away - and it’s definitely set to return. So now is the time for companies to get their talent strategy in order, before they face the twin pressures of needing to hire more people, and watching an exodus of existing employees,” Mr. Crawley said.

He points to recent Manpower research that revealed the drivers of employee attraction and retention.

“Competitive pay, career opportunities, work-life balance and management quality should be focus points for organisations looking to retain existing employees and attract new talent. On the other hand, employers who do nothing will see a rise in staff churn in 2010, as employees pluck up the courage to move on to new opportunities,” Mr. Crawley said.

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**For further information and to arrange an interview please contact:**

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**Note to Editors**

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 35 countries and territories included in this quarter’s survey, plus regional and global comparisons, can be found in the Manpower Press Room at [www.manpower.com/meos](http://www.manpower.com/meos). In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the Manpower Web site at <http://www.manpower.com/library>.

**About the Survey**

The Manpower Employment Outlook Survey is conducted quarterly to measure employers’ intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the most extensive forward-looking survey of its kind, unparalleled in its size, scope, longevity and area of focus. The Survey has been running for more than 45 years and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with nearly 71,000 public and private employers worldwide and is considered a highly respected economic indicator.

The Manpower Employment Outlook Survey is currently available for 35 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Czech Republic, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Romania, Singapore, Spain, South Africa, Sweden, Switzerland, Taiwan, the United Kingdom and the United States. The program began in the United States and Canada in 1962, and the United Kingdom was added in 1966. Mexico and Ireland launched the survey in 2002, and 13 additional countries were added to the program in 2003. New Zealand joined the program in 2004, China, India, Switzerland and Taiwan

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were added in 2005, and Argentina, Peru, Costa Rica and South Africa joined in 2006. Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania joined in 2008 and Hungary and Brazil were added in 2009. For more information, visit the Manpower Inc. Web site at [www.manpower.com](http://www.manpower.com) and enter the Research Center, or contact Bruce Bock, Sr. Global Communications Manager at [bruce.bock@manpower.com](mailto:bruce.bock@manpower.com)

**About Manpower Inc.**

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. With over 60 years' experience, Manpower offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).